FIG. 1

200

```
                      202
<interests value="root">
                        206
    <interest value=sports>
                       210                216
        <interest value+"football" keywords ="American Football">
                          218                 224
            <interest value="CU" keywords ="University of Colorado' Buffaloes"/>
                          220                    226
            <interest value="OSU" keywords = "Ohio State University' Buckeyes"/>
                          222                  228
            <interest value="A&M" keywords = "Texas A&M University' Aggies"/>

        <\football>
                          212
        <interest value = "basketball">
                            230
            <interest value="Duke" keywords = "'Blue Devils'"/>
                            232
            <interest value="North Carolina"/>

        <\basketball>
                        214
        <interest value = "baseball">

            <interest value="Texas" keywords = "Longhorns UT"/>

        <\baseball>

        <\interest>
                            208
        <interest value = "entertainment ">
                            234
        <interest value="movies" keywords = "adventure">

        <\interest>

    <\interests>
```
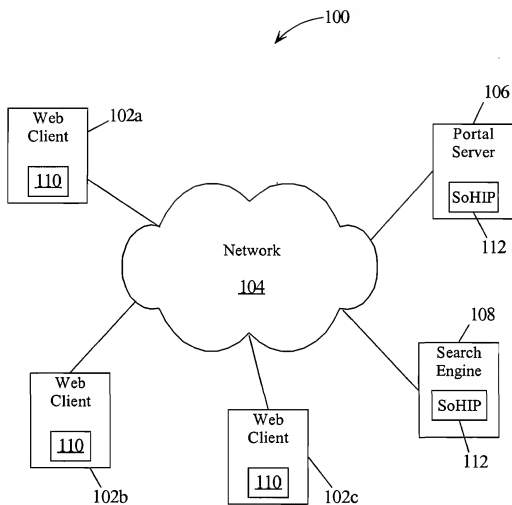
FIG. 2A

250

```
                    252
        <keywords>
                        256
            <keyword>The Ohio State University<\keyword>
                            258
            <keyword>Buckeyes<\keyword>              260
                    254
        <\keywords>                       262
```
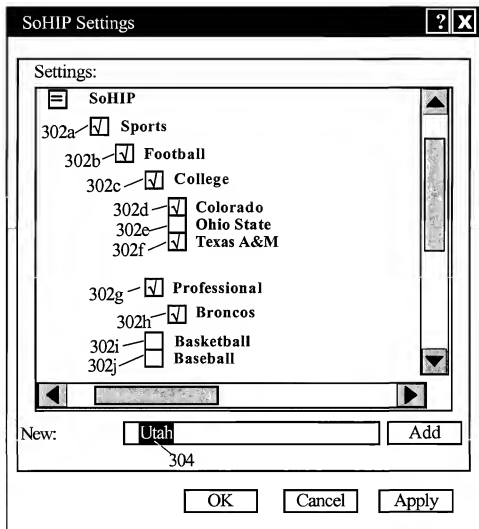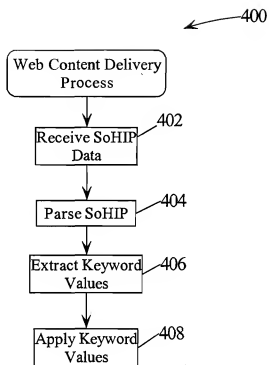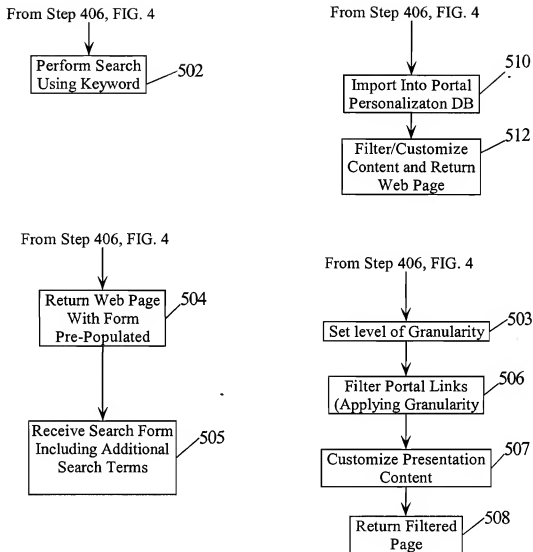
FIG. 2B

FIG. 3

← 400

```
┌─────────────────────┐
│ Web Content Delivery │
│      Process         │
└─────────────────────┘
           │
           ▼            402
    ┌──────────────┐
    │ Receive SoHIP│
    │     Data     │
    └──────────────┘
           │
           ▼        404
    ┌──────────────┐
    │ Parse SoHIP  │
    └──────────────┘
           │
           ▼
    ┌──────────────┐  406
    │Extract Keyword│
    │    Values     │
    └──────────────┘
           │
           ▼
    ┌──────────────┐  408
    │ Apply Keyword │
    │    Values     │
    └──────────────┘
```

FIG. 4

From Step 406, FIG. 4

Perform Search
Using Keyword — 502

From Step 406, FIG. 4

Import Into Portal
Personalizaton DB — 510

Filter/Customize
Content and Return
Web Page — 512

From Step 406, FIG. 4

Return Web Page
With Form
Pre-Populated — 504

Receive Search Form
Including Additional
Search Terms — 505

From Step 406, FIG. 4

Set level of Granularity — 503

Filter Portal Links
(Applying Granularity) — 506

Customize Presentation
Content — 507

Return Filtered
Page — 508

FIG. 5

FIG. 6